

A STUDY ON MARKETING STRATEGIES OF SELF-HELP GROUPS IN PUNJAB: CHALLENGES AND CONSTRAINTS

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ABSTRACT

Rural communities in most developing countries of Asia and the Pacific Region especially in India are characterised by their deep rooted vicious circle of poverty. In the wake of economic crisis, urban markets remained subdued due to cash crunch and rural creamy sector still remained largely unaffected due to demographic features of the country can be harnessed up to the optimum level by capturing 70 percent of India's rural population. The present paper explores the opportunities of a new market both for new and already existing businesses that are trying to expand. In the present paper, the researchers had collected the data from 91 sampled Self-Help Groups (SHG's) respondents from 24 villages of district Sangrur (Punjab) through designed schedule by conducting interview and observation method and it had been observed that these groups were not working well and earning good profits due to lack of proper government support and knowledge of the market.

KEYWORDS: Rural Market, Determinants and Self-Help Groups

INTRODUCTION

Over the last couple of decades, the globalized market environment has opened a number of challenges in the market area and pushed India into the cut-throat competition. In our country, marketing techniques are going to change due to substantial increase in the purchasing power of the people, their life-style, buying behaviour and demand of almost all consumer goods both durable and non-durable (Singh and Kaur 2011). To cope up with the World market, every marketer is searching better solution and products or services to serve the end users (Selvaraj and Swaminathan, 2009). Due to unlimited variety of goods even MNCs shifting their battlefields from urban market to rural market to capture a large portion of market share for their survival and growth (Taneja, Girdhan and Gupta, 2012).

In India rural market started showing its potential in the 1960s and its steady development witnessed during 70s and 80s. Rural Markets constitute an important segment of overall economy (Wath and Aggarwal 2011). According to a survey conducted by McKinsey in 2008, rural India with a population of 630 million (approximately) would become bigger than total consumer market in countries such as South Korea or Canada in another 20 years and it will grow at least four times from its existing size (Mehta and Prasad, 2012).

As per Census 2011 there are 83.3 crores people, about 69 percent of the country's total population, continue to live in rural India and have tremendous scope in rural market potential. In recent years, rural market has started gaining

importance to capture the untapped rural market share. Alone Hindustan Unilever (HUL) sells almost 45 percent of its brands in the rural markets and describes rural India as a powerhouse which can even be bigger than the urban markets so that prosperity may spread in the rural India (Vankatnaryan & Sood 2011). Every year due to population explosion and increase in per capita income the demands of the consumers both rural and urban are increasing many folds. As per the National Council of Applied Economic Research (NCAER), India has perhaps the largest potential rural market in the world. Nearly 700 million Indian live in 6, 38,365 villages across India but still this sector is being treated as a neglected step-child for a long time.

To balance the growth of economy our Government has encouraged alternatives way of promoting micro, small and medium scale enterprises (MSME) in semi-urban and rural areas because these micro enterprises require manual or semi automation machinery, locally available raw material and labour force. Keeping in mind, Our policy makers and Government have initiated various major flagship programmes such as Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), National Rural Livelihood Mission (NRLM), Indira Awas Yojana (IAY), National Rural Drinking Water Programme (NRDP) and Total Sanitation Campaign (TSP), Integrated Watershed Development Programme (IWDP) etc for creating gainful employment opportunities and to improve the quality of lives of rural masses (Sahoo and Tripathy 2006). Later on, with the recommendations of the Hashim Committee, the Government of India has restructured all the poverty alleviation programmes under one umbrella scheme Swarnajayanti Gram Swaraj Yojana (SGSY) from 1 April, 1999. The focus of the scheme, is on group approach and organizing the poor into Self-Help Groups (SHGs) with a clear objective to establish and develop large number of micro-enterprises in rural areas to uplift the socio-economic standards of the rural poor especially women (Sarkar 2009; Narayanaswamy, Manivel and Basker 2005).

The SHG is the brainchild of Grameen Bank of Bangladesh which was founded by Prof. Mohammad Yunus of Chittangong University in the year 1975 (Surender, Kumari and Sehrawal, 2011). The SHG concept services to underline the principle “for the people, by the people and of the people”. Similarly in India, especially after 1980, many NGOs have started SHGs in saving and credit activities among the disadvantaged sections of the society. Later on, The Reserve Bank of India issued a circular dated July 24, 1991 to commercial banks advising them to participate actively in the pilot project for linking Self-Help Groups (SHGs) with banks. And National Bank of Agriculture and Rural Development (NABARD) after consultation with few banks issued a set of guidelines on February 26, 1992. And when the pilot project was initiated by NABARD, the Self Help Group model was adopted and was called as an Indian model and after NABARD called it the SHG- Bank linkage model (Bansal 2010). In India, in the year 1992-93 the SHGs groups were formed with 255 in numbers which increased 562425 during the year 2010-11. In some of states, these groups are doing wonderful jobs whereas others are not doing as per the expectations. The detail is shown in table 1.

Table 1: Frequency Distribution of Rural Household Coverage under SHG-Bank Linkage Programme

Sr. No	Rural Household Coverage Range (Percent)	Number of States within the Range	States
1	0-20	9	Bihar, Haryana, J& K, Jharkhand, M.P, Nagaland, Sikkim, Uttar Pradesh and Punjab.
2.	21-50	10	Arunachal Pradesh, Assam, Delhi, Chhattisgarh, Gujarat, HP, Manipur, Meghalaya, Rajasthan and Uttaranchal.
3.	51-75	5	Lakshadweep, Meghalaya, Mizoram, Tripura and West Bengal.

Table 1: Contd.,

4.	75-100	2	Goa and Orissa.
5.	>100	7	Andaman & Nicobar Islands, A.P, Chandigarh, Karnataka, Kerala, Pondicherry and Tamil Nadu.

Source: NABARD Status of microfinance in India 2010-11

As per NABARD Report(2011), 53.4 percent of poor rural household covered under SHG- bank linkage programme in India whereas in northern states especially Punjab only 13.7 percent rural household has been covered and majority of the rural poor could not avail the benefits of this programme due to illiteracy, lack of awareness and inadequate managerial and marketing knowledge. Therefore, SHGs should understand the marketing strategies through proper marketing segmentation, channel choice and effective mix of other marketing elements to get substantial invulnerable edge or differential advantage over the rivals (Karakaya, Badur and Aytekin (2011). For their survival, these groups should adopt the techniques of marketing mix of 4P's such as Product, Price, Place and Promotion along with customer oriented 4A's as Affordability, Availability, Acceptability and Awareness to attract and create market for target consumers according to their un-met needs on price or product features and to develop new markets through unique positioning. In India, there are almost 638365 villages, 80 percent of which has population less than 1000 and about 77 percent of whose population are dependent on land and its related activities. Hence the need arises to find out the nature of activities adopted and various marketing initiatives taken by SHGs to create market for their products in the rural areas (Pedhiwal, Arora and Vyas 2009). The present research paper is a modest attempt to analyze the marketing strategies adopted by SHGs in Punjab.

REVIEW OF LITERATURE

In the process of research previous studies concerning the various dimensions and functioning of rural entrepreneurs have been studied to understand the research problem in carrying out the formulated work in rural entrepreneurship. Hence, the various research studies related to the working of SHGs are as following.

Pit and Khandker (1998) in his study, "The impact of Group Based Credit Programs on Poor Households in Bangladesh: Does the Gender of Participants Matter?" investigated the impact of micro-finance on poverty in Bangladesh. The study showed that for every Taka lend to a female member, the consumption increased by 18 Taka and for men it increased up to 11 Taka.

Coleman (1999) in his research paper, "Impact of Group Lending in Northeast Thailand.", has assessed the impact of group lending programmes on the status of women in North East Thailand. The empirical data reveals that the impact of village banks in providing group-loans to poor rural folk particularly women in villages is insignificant on physical assets, savings, productions, productive expenditures and on other variables.

Purushotham, P. (2004) in his research, "Marketing support to the SHGs", highlighted that most of the SHG members living in region of high poverty, scanty resources and underdeveloped infrastructure find it difficult to identify and promote viable micro-enterprise because of several constraints i.e. selection of key activities was not based on market appraisal. He concluded that policy makers should redesign their intervention in terms of identifying markets, developing products, building up an appropriate market channel, equipping the SHG members with the skills of market appraisal and two marketing strategy i.e. market penetration and market creation should be followed for identifying the self-employment potential.

OBJECTIVES OF THE STUDY

- To access the marketing practices of the SHGs to promote sale of their products/services in selected district of Punjab.
- To recapitulate the findings of the study and to offer suggestions to solve the problem of SHGs.

METHODOLOGY

Locale of the Study: The present study was undertaken in Sangrur district of Punjab. The total population of the state is 2.77 lakhs (2011 census) out of which 37.49 percent population live in urban areas and 62.59 percent in villages. And the state comprises 22 districts namely Amritsar, Fatehgarhsahib, Gurdaspur, Ferozpur, Ludhiana, Jalandhar, Kapurthala, Hosiarpur, Mansa, Moga, Muktsar, Nawanshar, Rupnagar, Faridkot, S.A.S Nagar, Fazilka, Patiala, Bhatinda, Mohali, Barnala and Sangrur. The Sangrur is one of the backward districts in Punjab. The literacy rate of district Sangrur is 68.09 percent only out of which 74.20 percent male and 62.90 percent females are literate. The Sangrur district comprises 10 blocks out of which two blocks (Sangrur and Sunam) were selected randomly.

Research Design: The objectives of the study were achieved through survey method. The survey was carried out in 24 villages of concerned blocks.

Sample Selection: For collecting data, 100 SHGs were visited with the help of block officials. Many visits were made and meeting was held with pradhan's of the SHGs but only 91 SHGs (47 from Sangrur block and 44 from Sunam block) provided the relevant information.

Development of Tool: The interview schedule was developed by the researcher that was based on the review of literature related to the study.

Hypothesis: To fulfil the objectives of the study, the following null hypothesis have been formulated and tested. There is no significant difference between groups average profit of the SHGs on marketing factors namely- type of activity, basis of price fixation, location, promotion strategy and number of employees.

There is no significant difference between groups average sales of the SHGs on marketing factors namely- type of activity, basis of price fixation, location, promotion strategy and number of employees.

Data Collection: After finalizing the tool, the researcher personally contacted the pradhan's and group members to collect the first hand information.

Analysis of Data: The information gathered from SHGs was tabulated and analyzed by using percentages only. To test the validity of data Chi square test has been used. The test is applied to find out whether the marketing strategies adopted by SHGs have led to increase the average profit and sales among the SHGs.

CONCEPTUAL FRAMEWORK AND GROWTH OF SHGS IN PUNJAB

In Punjab, 8647 Self Help Groups have been formed since inception to 31.03.2012. Out of total enrolled groups, 7396 (85.53 percent) were purely women SHGs. The detail is explained in table 3.

Table: 2. District-Wise Position of SHGs in Punjab

Sr. No	Name of the District	Number of SHGs Formed Since 1.4.99	Number of Women SHGs Formed Since 1.4.99	No. of SHGs that have Defunct Since Inception	Number of SHGs taken up Economic Activity after Grade II Since 1.4.99	Subsidy and Credit Disbursed during 2009-10 (Rs. in Lakhs)			Subsidy and Credit Disbursed during 2010-11 (Rs. in Lakhs)			Subsidy and Credit Disbursed during 2011-12 (Rs. in Lakhs)		
						Loan Disbursed	Subsidy Disbursed	Total	Loan Disbursed	Subsidy Disbursed	Total	Loan Disbursed	Subsidy Disbursed	Total
1	Amritsar	398(4.60)	232(3.13)	81	236	47.1	24.45	71.55	52.35	26.4	78.75	74.4	30.2	104.6
2	Barnala	418(4.83)	399(5.41)	0	285	61.55	27.3	88.85	114.3	50.6	164.9	89.7	32.3	122
3	Bhatinda	194(2.24)	168(2.27)	0	112	49.04	20.5	69.54	13.75	13.75	27.5	19	16.36	35.36
4	Faridkot	126(1.45)	112(1.51)	4	87	14.76	5.2	19.96	39.5	13.9	53.4	35	10.4	45.4
5	Fatehgarh Sahib	235(2.71)	125(1.69)	0	191	34	18.1	52.1	28	16.3	44.3	14.5	8.9	23.4
6	Ferozpur	572(6.61)	567(7.67)	11	439	186.3	50.25	236.55	219	51.7	270.7	98	21.81	119.81
7	Gurdaspur	1472(17.02)	1468(19.84)	12	726	149.13	114.47	263.6	144.3	121.3	265.6	112.04	102.62	214.66
8	Hoshiarpur	440(5.08)	440(5.95)	0	238	35.05	21.3	56.35	49.1	27.15	76.25	47.2	26.3	73.5
9	Jalandhar	480(5.55)	473(6.39)	65	228	62.1	27.47	89.57	63.99	27.26	91.25	31.43	13.62	45.05
10	Kapurthala	237(2.74)	216(2.92)	58	109	25.35	9.6	34.95	32.3	9.6	41.9	63	13.8	76.8
11	Ludhiana	154(1.78)	154(2.08)	0	150	20.05	7.55	27.6	12.3	5.15	17.45	18.75	5.55	24.3
12	Manisa	572(6.61)	423(5.72)	0	568	222.1	84.6	306.7	152.4	53.8	206.2	125.35	39.3	164.65
13	Moga	687(8.0)	684(9.25)	0	232	101.8	29.4	131.2	201.4	41.1	242.5	323.9	31.1	355
14	Mukatsar	442(5.11)	408(5.51)	11	191	30.35	12.15	42.5	73.4	29.6	103	117.4	36.1	153.5
15	Navanshahr	172(2.0)	165(2.23)	0	112	20.25	12.2	32.45	14.85	8.45	23.3	16.1	9.2	25.3
16	Patials	474(5.48)	229(3.10)	0	301	58	29	87	76	38	114	84	42	126
17	Ropar	337(3.82)	337(4.48)	0	123	42.96	9.5	52.46	41.55	9.9	51.45	46.25	10.4	56.65
18	Sangrur	604(7.0)	359(4.85)	0	522	97.65	44.55	142.2	79.55	29	108.55	103.13	31.55	134.68
19	SAS Nagar Mohali	92(1.06)	72(0.97)	0	72	23.2	9	32.2	68.9	16	84.9	52.5	10	62.5
20	Tarnan	547(6.32)	371(5.02)	95	308	141.02	55.3	196.32	167.3	56.75	224.05	97.33	32.7	130.03
Total		8647(100)	7396(100)	337	5002(57.84)	1421.76	611.89	2033.65	1644.24	645.71	2289.95	1568.98	524.21	2096.19
											256.3			-193.76

Source: Official record Joint development commissioner Punjab.

It is evident from table 2 that out of total group formed in Punjab since 1999, 17.02 percent formed in Gurdaspur, 8 percent in Moga , 7 percent in Sangrur whereas 1.06 groups were formed in SAS Nagar Mohali. The data also reveals that in Punjab in the year 2009-10 total amount to the tune of Rs. 2033.65 lakhs was disbursed to the SHGs out of which Rs. 1421.76 lakh as loan and Rs. 611.89 lakhs as subsidy was disbursed whereas in the year 2010-11 total amount disbursed was Rs. 2289.95 lakh out of which Rs. 1644.24 lakhs as loan and Rs. 645.71lakh subsidy was disbursed which was a small hike whereas during the year 2011-12 total amount of Rs. 2096.19 lakh was disbursed out of which Rs. 1568.98 as loan amount and 524.21 lakh as subsidy was disbursed which was less to the tune of Rs 193.76 lakh from the previous year which is an alarming sign.

The Sangrur district is playing a vital role in employment generation activities among women and playing a leading role in Punjab economy. It is also found that out of total groups formed only 57.84 percent had undertaken economic activities by setting up micro enterprises, trading activities and service activities etc. in the state. In Sangrur district where the study is focused as on 31.03.2012, total 604 SHGs were formed out of which 359 were women's groups. Among total groups 86.42 percent of the groups have started various activities under the umbrella of Self Help Groups.

MARKETING STRATEGIES BY SHGs AND CHALLENGES

Product Strategy

SHG activities under taken in the district Sangrur have been categorized into three basic activities such as manufacturing, trade and services to run their business effectively and their relations to average profits and sales of SHGs is shown in the table 3 & 4.

Table 3: Type of Business Activity with Profits and Sales

Sr. No	Type of Business Activity	Sales				Profit			
		Low	Medium	High	Total	Low	Medium	High	Total
1.	Manufacturing	8 (8.8)	18 (19.8)	7 (7.7)	33 (36.36)	1 (1.1)	27 (29.7)	27 (29.7)	33 (36.36)
2.	Trade	11 (12.1)	23 (25.3)	17 (18.7)	51 (56.04)	2 (2.2)	25 (27.4)	24 (26.4)	51 (56.04)
3.	Services	4 (4.4)	3 (3.3)	-	7 (7.69)	-	7 (7.7)	-	7 (7.7)
Total		23 (25.3)	44 (48.4)	24 (26.3)	91 (100)	3 (3.3)	59 (64.8)	29 (31.9)	91 (100)

Source: Field Survey.

Table 4: Type of Activity with Profit and Sale: Chi- Square

Factor		Degree of Freedom	Calculated Value	Table Value	Hypothesis
Type of business activity	Sales	4	6.64	9.49	Accepted
	Profits	4	13.89	9.49	Rejected

Source: Own calculations

Table 3 & 4 reveals that out of 91 total surveyed SHG's, 33 (36.36 percent) of the group are engaged in Dari making, shoes making and welding fabrications activities, 51 (56.04 percent) are engaged in dairy farming, Karyana shops and selling clothes in the nearby villages and only 7(7.69 percent) of the groups are engaged in stitching clothes, cycle/ scooter repair shops and having beauty parlours. It is also clear from the above data that among the total surveyed SHGs, 23 units (25.3 percent) are having low sales, 44 units (48.4 percent) have medium sales and the remaining 24 units (26.3 percent) are having high sales. It was also found that due to agro economy majority of SHGs in Punjab are engaged in trading & manufacturing activities and earning medium level of profits to be self-reliant. By applying Chi-square test, it has been proved that choice of business activity by the SHGs does not affect the average sales of their respective enterprises whereas in case of profits, choosing any business activity plays an important role. The calculated value of Chi-square is more than the table value in case of profits and the null hypothesis is rejected.

Price Strategy

The price policy of the SHGs is to be decided for profitability and sustainability of SHGs. Table 5 reveals that in Punjab, majority of the SHGs do not adopt any particular pricing strategies but in haphazard manner to clear the stocks fix the prices of their products. It had been found that out of total surveyed groups 29 (31.9 percent) sampled SHGs were using cost plus margin method for fixing the price of their products, 30 (32.9 percent) SHGs decide the price of their products on consensus of group member's opinion, whereas 29 (31.9 percent) SHGs were fixing the price according to the prevailing market conditions and remaining SHGs 3 (3.2 percent) used to fix their price tentatively as per demand of the product in the market.

It was also clear from the table that majority of groups 59 (64.8 percent) were earning medium level of profits ranging between 40000 to 133000 per annum for the success of their respective enterprises. The results of chi- square test also depicts that the price policy of the SHGs reflects a lot to the sales of SHGs as the difference between the average sales and the price policy of group is significant. Whereas in case of profits, the Chi-square test reveals that the price policy of the group have not shown much difference among the profits of surveyed groups.

Table 5: Price Policy of the Group with Profits and Sales

Sr. No	Price Policy of the Group	Sales				Profit			
		Low	Medium	High	Total	Low	Medium	High	Total
1.	Cost Plus Margin	10 (10.9)	8 (8.8)	11 (12.1)	29 (31.9)	1 (1.1)	18 (19.8)	10 (10.9)	29 (31.9)
2.	SHG Decide	8 (8.8)	20 (21.9)	2 (2.2)	30 (32.9)	1 (1.1)	26 (28.6)	3 (3.2)	30 (32.9)
3.	Dependent on Market price	5 (5.5)	14 (15.5)	10 (10.9)	29 (31.9)	1 (1.1)	14 (15.4)	14 (15.5)	29 (31.9)
4.	According to demand of product	-	2 (2.2)	1 (1.1)	3 (3.2)	-	1 (1.1)	2 (2.2)	3 (3.2)
Total		23 (25.3)	44 (48.4)	24 (26.3)	91 (100)	3 (3.3)	59 (64.8)	29 (31.9)	91 (100)

Source : Field Survey

Note : The values of Chi-square (χ^2) for price policy with the average profits and sales of groups are 14.03 and 12.18 respectively. Table value at 5 % with 6 degree of freedom is 12.6.

Place Strategy

In this study, the location of SHGs has been classified into three categories such as rural, semi urban and urban. Table 6 depicts that most of the SHGs (98.9 percent) in Punjab are rural, only 1.1 percent belong to semi-urban areas and none of the surveyed SHGs were functioning into urban areas. The main reason of forming SHGs by the poor people particularly women in their home towns and near to it was their social obligations and to avail the other location related advantages. The results of chi-square also shows that location of SHGs was not a prime factor to influence the sales and profitability of SHGs. The calculated value of the Chi-square test is less than the table value hence, the null hypothesis was accepted.

Table 6: Location of the Group

Sr. No	Location of the Group	Sales				Profit			
		Low	Medium	High	Total	Low	Medium	High	Total
1.	Rural	23(25.3)	43(47.3)	24(26.4)	90(98.9)	3(3.3)	58(63.7)	29(31.9)	90(98.9)
2.	Semi- Urban	-	1(1.1)	-	1(1.1)	-	1(1.1)	-	1(1.1)
Total		23(25.3)	44(48.4)	24(26.3)	91(100)	3(3.3)	59(64.8)	29(31.9)	91(100)

Source: Field Survey

Note: Chi-square (χ^2) = 1.08 and 0.55. Table values at 5 % with 2 degree of freedom (d.f.) is 5.99.

Promotion Strategy

Moreover to promote the sales and profits of these business enterprises, promotional through effective advertising and publicity is also a very important weapon in the armoury of marketing. Table 7 presents the different type of promotional strategy adopted by the SHGs to improve the ultimate objective of their enterprises.

Table 7: Promotion Strategy with Sales and Profits

Sr. No	Promotion Strategy of the Group	Sales				Profit			
		Low	Medium	High	Total	Low	Medium	High	Total
1.	Advertisement	3 (3.3)	13 (14.3)	10 (10.9)	26 (28.6)	-	12 (13.2)	14 (15.4)	26 (28.6)

Table 7: Contd.,									
2.	Pamphlet	-	-	1 (1.1)	1 (1.1)	-	1 (1.1)	-	1 (1.1)
3.	Exhibition	3 (3.3)	8 (8.8)	2 (2.2)	13 (14.3)	1 (1.1)	12 (13.2)	-	13 (14.3)
4.	Others	2 (2.2)	4 (4.4)	-	6 (6.6)	-	6 (6.6)	-	6 (6.6)
5.	No Channel used	15 (16.5)	19 (20.9)	11 (12.1)	45 (49.4)	2 (2.2)	28 (30.8)	15 (16.5)	45 (49.4)
Total		23 (25.3)	44 (48.4)	24 (26.3)	91 (100)	3 (3.3)	59 (64.8)	29 (31.9)	91 (100)

Source: Field Survey.

Note: Chi-square (χ^2) = 11.00 and 16.67. Table values at 5 % with 8 degree of freedom (d.f.) is 15.5.

A perusal of table 7 reveals that most of the SHGs (49.4 percent) are not adopting any type of the promotional techniques to sell their products in the market due to lack of education, awareness and low level of marketing skills and only 51.6 percent SHGs are adopting some promotional techniques to attract more & more customers for the sustainable development of business. The Chi-square result shows that the null hypothesis that there is no difference in average profit of SHGs using different level of promotion strategy is rejected. It means that there is significant difference in average profit of SHGs using different level of promotion strategy and there is no difference in average sales of SHGs using different level of promotion strategy.

SUGGESTIONS

To make SHG's a viable unit following suggestions have been incorporated.

- Before setting up any SHGs activity; training and entrepreneurial inputs be provided to each and every members by the District Rural Development Agency on priority basis.
- Most of the SHGs are engaged in petty businesses, dairy farming and trading activities etc. Due to lack of market exposure these groups facing marketing problems to sell their products. Therefore government should frequently organize the fairs and exhibitions for them and should sell their products through KVIB Outlets and through State Handicraft Corporation.
- The government should give price preference to buy products being manufactured by the SHGs. And SHGs should also diversify their products to earn more profits for their enterprises.

CONCLUSIONS

In this era of globalized market to sustain in the market our micro enterprises have to implement and strengthen the marketing strategies as choice of an idea, distribution channels and pricing strategies etc. for their lion-share in the market. In the present study, it has been found that type of business activity of SHGs, location of SHGs, promotion techniques adopted by SHGs and number of members per group does not have significant influence on the sales

The finding of the research also reveals that the sales of SHGs is only influenced by the price policy adopted by SHGs whereas in case of profits, only type of activity chosen and promotional techniques adopted by them influence the profitability of their concerned enterprises. There is an urgent need for sound and scientific marketing methods. With appropriate market support strategies the members of these SHGs may build their micro-enterprises as a source of their employment and income. If proper care is not taken SHGs may not yield desired results.

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